

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 407370

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Carroll & Company
Name

2640-A Mitcham Drive
Address

Tallahassee
Fla
32308

850-877-1099
Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER
ARE:

Abby Durre-CSS Treasurer

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is _____.
- b. The candidate seeks election to the office of _____ in
the ☐ Primary Election, ☐ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is Consumers For Smart Solar.
- b. The Purchaser is Nat'l media research, planning & Placement.

NOTE: If the ad relates to an issue of state or local (not national) importance
and does not refer to a candidate, only this Form should be filed in the Political
File. Do not file the Order.

ORDER



WPLG, INC.

Orders
Order / Rev: 407370
Alt Order #: 08401455
Product Desc: CNSMRS 4 SMRT SOLAR
Estimate: 7896
Flight Dates: 11/01/16 - 11/07/16
Original Date / Rev: 09/26/16 / 09/26/16
Order Type: GENERAL

Primary AE: Justin Votta
Sales Office: PHI
Sales Region: NAT

Agency Name: National Media Research, Planning &
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: ISS/Consumers for Smart Solar
Demographic: M35-64
Product Codes: PL-Non-Ballot-Related
Priority: P-2
Revenue Codes: AGY, POL, ISSUE

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/07/16	10	\$12,300.00	\$10,455.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	10	\$12,300.00	\$10,455.00	10.60
Totals	10	\$12,300.00	\$10,455.00	10.60

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Justin Votta			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WPLG	11/04/16	11/04/16	M-F 4p Lcl News Lcl News	CM	4-5p (4:30 PM-5:00 PM)	----1--	:30	1	\$1,200.00	P-2	1.10	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/31/16	11/06/16	----1--		1				\$1,200.00		1.10			
2	WPLG	11/04/16	11/04/16	M-F 5p Lcl News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	----1--	:30	1	\$1,800.00	P-2	1.50	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/31/16	11/06/16	----1--		1				\$1,800.00		1.50			
3	WPLG	11/07/16	11/07/16	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	1-----	:30	1	\$900.00	P-2	0.70	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/07/16	11/13/16	1-----		1				\$900.00		0.70			
4	WPLG	11/03/16	11/03/16	M-F 4p Lcl News Lcl News	CM	4-5p (4:30 PM-5:00 PM)	---1---	:30	1	\$1,200.00	P-2	1.10	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/31/16	11/06/16	---1---		1				\$1,200.00		1.10			
5	WPLG	11/03/16	11/03/16	M-F 5a LCL News LCL 10 News @ 5am	CM	5-6am (5:00 AM-5:30 AM)	---1---	:30	1	\$900.00	P-2	0.70	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/31/16	11/06/16	---1---		1				\$900.00		0.70			
6	WPLG	11/03/16	11/03/16	M-F 5p Lcl News Local 5p News	CM	5-6p (5:00 PM-5:30 PM)	---1---	:30	1	\$1,800.00	P-2	1.30	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/31/16	11/06/16	---1---		1				\$1,800.00		1.30			

